

## Introduction & Demographics.

What we're about and who your potential customers are.

### What is TasPop?

Taspop is the Tasmanian Popular Culture Society (formerly the Digital and Visual Popular Culture Society), a Tasmanian University Union supported society that is part of the University of Tasmania. Our primary goal is to run events that promote and engage people in Japanese popular culture, as well as supporting the local pop culture community. These events include Cosplay Events, Anime Screenings, Console and Table Top Game Tournaments and two popular culture conventions: AIcon and MAIcon. AIcon and MAIcon offer to the public a chance to socialise with like minded people, compete in competitions such as Cosplay, Kimono, Street Fashion, Art and Gaming Tournaments. We also offer workshops and demonstrations to cater to people interested in broader South East Asian culture, such as Fashion, Music, Martial Arts and Culinary Arts and much more!

### What is AIcon?

AIcon is Tasmania's longest running anime and pop culture convention. The primary attending audience for AIcon is between the ages of 15-30, with an even split between male and female attendees. In the last two years, we have also seen growing interest and attendance by families. The event has had consistent growth in the last five years from 400 attendees to over 2700 attendees in 2015. We also expanded into Northern Tasmania in 2011, with the fifth Mini AIcon (MAIcon) being held in Launceston during September 2014 with 550 attendees.

### Why should you be interested?

AIcon promotes youth activity and interests, showcases new talent in a variety of fields and promotes multiculturalism. Within the convention itself there are many opportunities to get your business' name out to a youth market, either as a trader or through sponsorship opportunities around the convention. Additionally, it is an opportunity to promote your business as one that supports positive community and multicultural values.

### What are AIcon's plans for the 2016 convention?

AIcon will continue to promote Japanese popular culture whilst expanding our Games Room and events that appeal to younger attendees of AIcon. We are currently in discussion with several potential guests, both Australian and International in regards to appearing at the convention. We are hoping for attendance of between 3000 and 3200.

TasPop  
are proud members  
of:



TasPop  
main events



19th - 20th March 2016

**MAICON**

TBC September 2016

Follow us online:

[www.aicon.org.au](http://www.aicon.org.au) or  
[www.facebook.com/animeisland](https://www.facebook.com/animeisland)



## SPONSORS PACKAGE 2016

# PROMOTE YOUR BUSINESS AT AICON!

19th - 20th March 2016

### How does sponsorship benefit you?

In order to host an event such as AIcon, the organisers are seeking sponsorship pre-commitments, and in return your business will gain several benefits for your generosity. Your sponsorship can provide you with benefits such as tickets to the convention, advertisement between events or advertising included in our attendee bags (a fully detailed list is on the next page). All sponsorship values are negotiable and go towards running AIcon events, as the organisers are a not-for-profit university society.

Sponsorship is available in five classes:

PLATINUM: \$5,001 +

GOLD: \$2,751 - \$5,000

SILVER: \$1,001 - \$2,750

BRONZE: \$501 - \$1,000

NICKEL: \$100 - \$500

Sponsorship is accepted in the form of cash/financial aid, the offer of discounted products or services deemed relevant to assisting the operation of the convention and in other goods that can be used as prizes and show bag items for our attendees. AIcon's sponsorship cycle starts in January 2016 and continues to June 2016. We are happy to negotiate sponsorship levels to suit you and your business' needs. If you are interested in sponsoring an aspect of the convention (eg: room sponsorship\*, guest sponsorship, attendee bag sponsorship or event sponsorship) please let Bec know.

### Sponsorship Deadlines

To receive all the benefits of sponsoring AIcon, we ask you to keep to our deadlines:

Poster and Flyer: 1st January 2016

Program Book: 10th February 2016

Theatre Advertisement: 1st March 2016

Attendee Bag Inserts: 10th March 2016

\* PLEASE NOTE: We are unable to offer sponsorship rights over the screening room as we can not offer exclusivity of screenings to one company.

### How do you register your interest?

It's simple! Just fill out the interest form attached and we will get in contact with you. Please send your forms to Bec Barron on [rebecca.g.barron@gmail.com](mailto:rebecca.g.barron@gmail.com)

**Can't make it to AIcon to trade,  
but still wish to sponsor?**

Please email Bec at [rebecca.g.barron@gmail.com](mailto:rebecca.g.barron@gmail.com) for more details.



## SPONSORS PACKAGE 2015

# PROMOTE YOUR BUSINESS AT AICON!

21st - 22nd March 2015, Hobart - 2 Day Pop Culture Convention

Benefits (Feel free to negotiate additional benefits)	PLATINUM \$5,001 +	GOLD \$2,501 - \$5,000	SILVER \$1,001 - \$2,500	BRONZE \$501 - \$1,000	NICKEL \$100 - \$500
Free AIcon Tickets	5	4	3	2	1
Advertise for free in our showbags distributed to every attendee. (Advertisements must be printed by sponsor)*	✓	✓	✓	✓	✓
Shout outs on TasPop's Facebook (2750+ likes), Tumblr, Twitter, Instagram, Youtube and main website.	✓	✓	✓	✓	✓
Donated prizes and/or auctions announced	✓	✓	✓	✓	✓
Logo featured on AIcon's website	MAIN HEADER	LARGE SIDE- BAR	MEDIUM SIDE- BAR	SMALL SIDE- BAR	SMALL SIDE- BAR
Logo featured in AIcon's program book*	✓	✓	✓	✓	✓
Logo featured on Sponsorship Slide in Main Theatre during event breaks*	✓	✓	✓	✓	
Logo featured on all AIcon's print promotional material*	✓	✓	✓	✓	
Posters, banners or free-standing displays in high traffic areas throughout the convention	✓	✓	✓	✓	
Opening/closing ceremony display and shout outs	✓	✓	✓		
Vendor Discount	✓ FREE TABLE	✓	✓		
Advertisement (still image or video) shown in Secondary Theatre*	✓	✓	✓		
Advertisement (still image or video) shown in Main Theatre*	✓	✓			
Event and room naming opportunities (please note that naming rights for our screening room are unavailable)	✓ PRIORITY	✓ PRIORITY			
FREE Advertisement in Program Book*	FULL PAGE COLOUR	FULL PAGE GREYSCALE			
Priority Placement in High Traffic areas of the Traders Hall	✓				
AIcon naming rights ("Your Business" presents AIcon 2016)	✓				

\* denotes time sensitive sponsorship benefits, please see the previous page for deadline dates.

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It's simple! Just fill out the interest form attached and we will get in contact with you.  
Please send your forms to Bec Barron on [rebecca.g.barron@gmail.com](mailto:rebecca.g.barron@gmail.com)



## VENDOR PACKAGE 2016

# SELL YOUR PRODUCTS AT AICON!

21st - 22nd March 2015, Hobart - 2 Day Pop Culture Convention

### The Benefits

The growth of anime, video-gaming, sub culture street fashions (such as Steampunk and Lolita) and general pop culture merchandise over the past decade makes AIcon a convention with a targeted audience of youths to young adults, whom utilize conventions like AIcon as an opportunity to discover and purchase products they normally would not have available to them. Possible areas of trade include video games, DVDs, books and comics, merchandise, art and art supplies, handicrafts, clothing, jewellery and much more. Meeting your consumers face-to-face to sell these products is a proven method for promoting your business and building a loyal customer base.

### WHAT ARE THE COSTS FOR TRADING AT AICON?

This year we have several trading options that cater for both commercial and small vendors. All trading options come with two complimentary trader passes. Additional trader passes will need to be purchased.

### COMMERCIAL BUSINESS OPTIONS

	Pay Early Pay before Dec 10th 2015	Pay On Time Pay before Feb 15th 2016	Pay Late Pay after Feb 15th 2016
3m x 2.4m Booth	\$500ea	\$600ea	\$750ea
3 x 2.4m Trestle Table and Pinboard	\$375ea	\$425ea	\$550ea
2.4m Trestle Table	\$170ea	\$190ea	\$250ea
Extra Vendor Pass	\$25ea	\$25ea	\$30ea

### How do you register your interest?

It's simple! Just fill out the interest form attached and we will send you the appropriate information. Of course, you can contact us to discuss further questions or information packages.

Please send your forms to Bec Barron on [rebecca.g.barron@gmail.com](mailto:rebecca.g.barron@gmail.com)



## VENDOR PACKAGE 2016

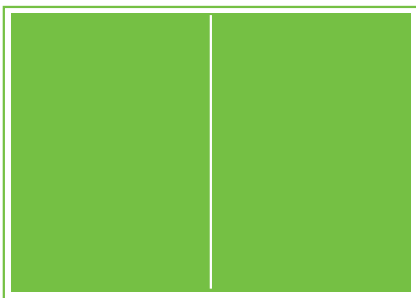
# BE NOTICED! ADVERTISE AT AICON!

19th- 20th March 2016, Hobart - 2 Day Pop Culture Convention

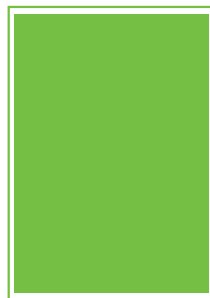
### AIcon Program Booklet\*

Distributed to all attendees. Minimum run of 1,500 copies.

#### - Colour Advertisements -



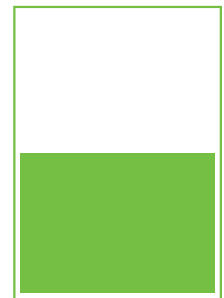
**Double Page Spread**  
(Middle Insert)  
297mm wide x 210mm high  
\$1200



**Full Page**  
(Inside Front & Back Covers)  
148mm wide x 210mm high  
\$700

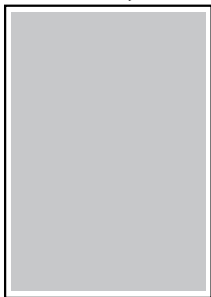


**Full Page**  
(Internal Pages)  
148mm wide x 210mm high  
\$500

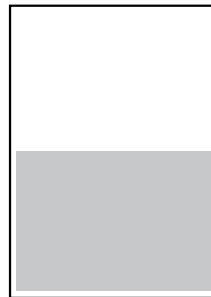


**Half Page**  
(Internal Pages)  
148mm wide x 105mm high  
\$250

#### - Greyscale Advertisements -



**Full Page**  
(Inside Back & Front Covers)  
148mm wide x  
210mm high



**Half Page**  
(Internal Pages)  
148mm wide x 105mm  
high

\*Advertisement artwork must be received by the 10th of February 2015 to be included in the program book. AIcon reserves the right to request changes or not publish an ad if they deem it inappropriate. Please email your ads to Bec on [rebecca.g.barron@gmail.com](mailto:rebecca.g.barron@gmail.com). Ads can be supplied as PDF, TIFF, JPEG, PNG or EPS files. Colour ads are to be supplied in CMYK, with 3mm bleed on all sides. Greyscale ads are to be supplied in Greyscale, with 3mm bleed on all sides.

### Attendee Showbag Inserts<sup>^</sup>

Distributed to all attendees.

Minimum run of 1,500.

Can't trade or sponsor at AIcon, but still want to advertise your business? This year we will be offering the option to advertise in our attendee bags.

*(You will need to print and ship your bag inserts to us before 10th of March 2015 to be included!)*

**1x 1,500 inserts**

**Costs \$100**

<sup>^</sup>AIcon reserves the right to not include an ad if the ad is deemed inappropriate.



## How do you register your interest?

It's simple! Just fill out the interest form attached and we will get in contact with you. Please send your forms to Bec Barron on [rebecca.g.barron@gmail.com](mailto:rebecca.g.barron@gmail.com)





# GENERAL SPONSOR AND VENDOR TERMS AND CONDITIONS

## Interpretations

1. Any reference to AICon or TasPop includes the AICon committee and its representatives, volunteers, officers, agents, associates, business entities, assignees, affiliates, or other person or entity authorised to act on behalf of AICon or the Tasmanian Pop Culture Society (TasPop).
2. Any reference to Exhibitor or Fan Trader includes a person, partnership, trust, trustee, corporation or any other business entity on completion of the attached Sponsor/Vendor/Advertising Interest Form. Further, the said Exhibitor's agents, representatives, employees, associates, business entities, assignees, affiliates, or other person or entity authorised to act on behalf of the Exhibitor is bound by these Terms and Conditions.
3. Once an invoice has been created and sent to a Vendor or Sponsor these Terms and Conditions will become fully enforceable.
4. AICon and TasPop reserve the right to enforce these Terms & Conditions.

## General Sponsor and Exhibitor Conditions

1. Exhibitor bookings will not be made until a 50% deposit is received. Should an Exhibitor withdraw their application after 1st January 2016 when they have already been invoiced that invoice will still remain due and payable. If the invoice has not been paid, the Exhibitor is still liable for 50% of their Vendor fee. No refunds will be offered for cancellations after 1st March 2016, regardless of the reason.
2. All Exhibitors are to act in the interest of MAICon and therefore take no action that will detract from or take attendees away from the venue.
3. Tables will be allocated in the order that they are sold.
4. A forklift and/or palette jack will be available at AICon.
5. Neither Taspop, nor Wrest Point Convention Centre, will accept responsibility for the safety or well being of any display or product item delivered to the site. It is very important that all items are clearly marked with your company name and booth number(s). Neither AICon nor the venue will take delivery of such items on behalf of an Exhibitor, unless prior arrangements have been made as per the University of Tasmania's terms and conditions. Please note that all goods and property must be removed from the premises Saturday evening.
6. If items being sold by a trader have been tampered with (ie special/hologram cards being removed from TCG packs or only 2 figures from a 3 figure set) this MUST be made clear to potential buyers. Failure to do so may see you barred from trading at future TasPop events.
7. All Exhibitors must ensure that their displays do not obstruct the flow of traffic around or through their allocated space. Displays must be removed or relocated upon request by TasPop or the University of Tasmania.
8. Any damage caused by an Exhibitor or their Staff, or by items affixed to the venue doors, glass, floors etc will create a removal, cleaning and/or resurfacing cost charged to the Exhibitor.



SPONSOR/VENDOR

## GENERAL SPONSOR AND VENDOR TERMS AND CONDITIONS

9. All portable equipment, appliances, chargers, lighting used at MAICon (ie: anything that is plugged in to the venue power supply) must be tested and tagged in accordance with state Workplace Health and Safety Regulations and Australian Standard 3760-2000. All power extension leads and power boards must also hold current tagging. The use of double adaptors is prohibited at AICon at all times.

Arrangements must be made with your nominated electrician for the purpose of testing and tagging all electrical items and leads. Any Test & Tag conducted by AICon's contracted electrician during bump in will incur a cost per item, which will be billed directly to the Exhibitor at the conclusion of the event. Any electrical equipment found to be untagged must be tested and tagged or removed from the Wrest Point Convention Centre immediately.

10. To the maximum extent permitted, TasPop does not accept (and will not have) any liability to the Exhibitor for costs, losses or damages which might be suffered by the Exhibitor or by any other person through participation in the convention and hereby releases AICon from and against all claims, demands, actions, damages, costs, charges and expenses or other liabilities whatsoever that may be made, brought against, suffered, sustained or incurred by the Exhibitor arising out of or in connection with the Exhibitor's participation in the convention in accordance with these Terms and Conditions

11. Due to space restrictions, traders are not permitted to bring additional tables for their trader spaces. Traders that do so, will be asked to remove them. Shelving units and clothes racks are permitted.

### 12. Prohibited and Restricted Items

Display and sale of any restricted material must comply with relevant Tasmanian legislation. The following items are not permitted within the venue for either display or sale purposes:

- Items deemed weapons under Tasmanian legislation
- Bootleg items or material violating copyright laws (Fan Art is allowed at TasPop events)
- Substances and Devices illegal under both Tasmanian or Commonwealth legislation
- Food or beverages of any kind.

Any Exhibitor in possession of these items will be asked to have them removed from the premises. In serious occurrences, AICon reserves the right to have the exhibitor ejected from the venue and banned from future TasPop conventions.

13. Exhibitors will abide by AICon's rules and regulations as listed in the program booklet and online.

14. No amendment or variation to this Agreement will be binding on the parties unless made in writing and signed by each of the parties.

15. Sponsors need to supply prizes one week (7 days) prior to AICon, unless permission is given to supply the prizes during set up at AICon. In which case, a detailed list of prizes to be supplied should be forwarded one week (7 days) prior to AICon



## SPONSOR/VENDOR/ADVERTISING INTEREST FORM

# PROMOTE YOUR BUSINESS AT AICON!

19th- 20th March 2016, Hobart - 2 Day Pop Culture Convention

Just fill out the relevant part of this interest form and we will send you the appropriate information for your desired sponsorship advertising, and/or vendor package.

### Contact Details:

Business/Organisation Name: .....

Contact Name: .....

Phone Number: .....

Email Address: .....

Postal Address: .....

I have read and understood the Terms and Conditions on the previous 2 pages

Signature.....

### AIcon Sponsorship/Vendor Packages:

#### AIcon Sponsor

- Platinum (\$5,001+)
- Gold (\$2,751 - \$5,000)
- Silver (\$1,001 - \$2,750)
- Bronze (\$501 - \$1,000)
- Nickel (\$100 - \$500)

#### AIcon Commercial Vendor

- 3m x 2.4m Booth
- 3 x 2.4m Trestle Tables + Pin Board:  
(no. of tables: ..... )
- 2.4m Trestle Table:(no. of tables: ..... )
- Additional Vendor Pass: \$25ea (no. of passes: ..... )

### AIcon Advertisements:

#### AIcon Program Booklet - Colour Ads

- Double Spread - Centre Insert: \$1200ea
- Full Page - Inside Covers: \$700ea
- Full Page - Internal Pages: \$500ea
- Half Page - Internal Pages: \$250ea

#### AIcon Program Booklet - Greyscale Ads

- Full Page - Internal Pages: \$300ea
- Half Page - Internal Pages: \$150ea

#### AIcon Attendee Showbag

- 1x 1,500 Inserts: \$100

Send this form to:

Bec Barron via [rebecca.g.barron@gmail.com](mailto:rebecca.g.barron@gmail.com)